



## USE THE PRODUCT

WHEN SHARING YOUR LOVE OF MASKCARA'S PRODUCTS, WE ENCOURAGE YOU TO NOT GET CAUGHT UP IN DOING THE SAME THINGS EVERYDAY - TRY OUT DIFFERENT TECHNIQUES, USE DIFFERENT COLORS AND GET OUTSIDE OF YOUR COMFORT ZONE. THIS WILL ARM YOU WITH A LOT OF HELPFUL TIPS AND TRICKS THAT YOU CAN USE TO HELP YOUR CUSTOMERS IN APPLYING THEIR OWN MAKEUP. PLUS, IT'S ALWAYS FUN TO LEARN NEW OR BETTER WAYS TO APPLY OUR AMAZING PRODUCT.

## TIPS TO BE SUCCESSFUL IN USING THE PRODUCT

- USE THE BASICS: THE MORE YOU USE THE PRODUCT, THE MORE LIKELY YOU ARE TO FIND NEW THINGS TO LOVE ABOUT IT
- PRACTICE WHAT YOU PREACH: TRY NEW TECHNIQUES, COLORS, LOOKS, AND PIONEER CREATIVE SOLUTIONS TO COMMON MAKEUP ISSUES OR CONCERNS
- GET EDUCATED ON THE BENEFITS OF SWITCHING TO MASKCARA
- MAKE FLASHCARDS, OR TRY EXPLAINING THE BENEFITS TO A FAMILY MEMBER FIRST. ASK THEM FOR FEEDBACK
- PRODUCT SERIES: IN YOUR OWN WORDS, BREAK DOWN EACH PRODUCT AND SHARE YOUR FAVORITES WITH YOUR CUSTOMERS

## USE THE PRODUCT IDEAS

- TRY DOING A MAKEUP LOOK THAT'S TOTALLY OUTSIDE OF YOUR COMFORT ZONE - POST WHAT YOU DID DIFFERENT
- TRY A LIP + CHEEK COLOR AS YOUR EYESHADOW (PRO TIP: SET WITH A POWDER!)
- DO YOUR ENTIRE FACE WITH ONE BRUSH
- TRY LINING YOUR LIPS WITH YOUR CONTOUR COLOR
- EXPERIMENT WITH FAUX FRECKLES USING YOUR CONTOUR
- TAKE THE TIME TO CLEAN YOUR BRUSHES WITH HOUDINI - SET A GOAL OF CLEANING THEM ONCE EVERY WEEK, AND SEE HOW LONG YOU CAN KEEP THE STREAK GOING
- TRY DOING YOUR WHOLE EYE LOOK WITH JUST CREME SHADOWS. NO POWDERS!

- DO A BOLD LIP COLOR
- USE THE MILK MASQUE AND POST A BEFORE AND AFTER PIC  
BETTER YET, DOCUMENT THE ENTIRE EXPERIENCE ON  
YOUR STORIES, OR POST A VIDEO TO YOUR FEED
- DO YOUR OLD ROUTINE VS YOUR NEW ROUTINE. POST A  
VIDEO, AS WELL AS BEFORE AND AFTER PICS
- TRY THE NEXT SHADE UP IN HIGHLIGHT FROM WHAT YOU'RE  
USING NOW - POST ABOUT YOUR EXPERIENCE
- POST A 5 MIN HAC TO YOUR INSTA STORIES OR ON  
FACEBOOK
- SHARE YOUR FAVORITE WAYS TO USE ILLUMINATOR
- POST ABOUT YOUR FAVORITE EYESHADOW COMBO
- POST YOUR OWN TWO MINUTE MAKEOVER DURING A LIVE
- FACIAL DAY! GET TOGETHER WITH GIRLFRIENDS (OR YOUR  
HUSBAND OR KIDS) AND DO SOME FACE MASKS

